

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)	CONSOLIDATED						
	FY 11-12	Qtr 3 FY12	Qtr 3 FY13	Variance % (Q3 -YOY)	YTD DEC FY12	YTD DEC FY13	Variance %
Profit & Loss Items	12 Months	3 Months	3 Months		9 Months	9 Months	
Advt Revenue	11281	3059	3412	11.5%	8651	9100	5.2%
Circulation Revenue	2422	632	731	15.7%	1801	2089	16.0%
Total Revenue	14755	3980	4427	11.2%	11113	12064	8.6%
NP prices (MT)	31122	31772	33500	5.4%	31170	32995	5.9%
News Print Cost/Total Cost	45.6%	45.0%	45.3%		45.3%	45.0%	
Personnel Cost/Total Cost	21.8%	21.0%	22.6%		21.8%	23.1%	
Other Operational Cost/Total Cost	32.7%	34.0%	32.1%		32.9%	31.9%	
Total Cost	11151	2997	3197	6.7%	8345	9121	9.3%
EBIDTA	3604	983	1230	25.1%	2768	2943	6.3%
EBIDTA Margin	24.4%	24.7%	27.8%		24.9%	24.4%	
PAT	2021	554	706	27.6%	1567	1629	3.9%
Pat Margin	13.7%	13.9%	16.0%		14.1%	13.5%	
Balance Sheet Items							
Gross Fixed Assets	10443	10289	11275		10289	11275	
Net Fixed Assets	8224	8195	8653		8195	8653	
Secured Gross Term Debt	1234	1395	1223		1395	1223	
Secured Net Term Debt	-662	-196	306		-196	306	
Tangible Networth	9177	9404	10408		9404	10408	
Debt / Equity	0.1	0.1	0.1		0.1	0.1	
Debt / EBIDTA	0.3	0.4	0.3		0.4	0.3	
ROCE	26.9%	25.7%	27.0%		25.7%	27.0%	
RONW	22.0%	21.5%	20.7%		21.5%	20.7%	
Fixed Assets Coverage Ratio	6.7	5.9	7.1		5.9	7.1	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.7	2.2		2.7	2.2	
Total Outside Liabilities/Tangible Net Worth	0.6	0.6	0.5		0.6	0.5	
Inventory Turnover (Days)	85	72	90		72	90	
Debtors Turnover (Days)	62	75	72		75	72	